

**RECEIVED  
CENTRAL FAX CENTER****MAR 23 2005****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE  
BOARD OF PATENT APPEALS AND INTERFERENCES**

In re application of:

MANOLIS et al.

Application No.: 09/721,484

Filed: 11/22/2000

For: User Interface and Methods for  
Online Print Service

Examiner: Fadok

Art Unit: 3625

**APPELLANT'S AMENDED BRIEF****UNDER 37 C.F.R. § 1.192**Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Notice of Compliance, this Amended Brief is submitted. This Amended Brief is presented in support of the Notice of Appeal previously filed, from the final rejection of Claims 31-64 of the above-identified application, as set forth in the Final Office Action mailed September 9, 2004. Please charge the required small entity fee for filing this Brief to Deposit Account 501861.

**I. REAL PARTY OF INTEREST**

The Real Party of Interest is Shutterfly Inc., a Delaware corporation.

**II. RELATED APPEALS AND INTERFERENCES**

There are no related appeals or interferences for the above-referenced patent application.

### III. STATUS OF CLAIMS

Claims 31-64 are pending and are the subject of this Appeal.

### IV. STATUS OF AMENDMENTS

An Initial Office Action in this case requested affirmation of a provisional election to prosecute Group V (claims 31-64). The drawings and claims 50-51 were objected to. Claims 31-32, 34-37, and 51-52 were rejected under Section 102(e) as anticipated by Dodd (6,321,211). Further, claims 33, 38-40 and 53-54 were rejected under Section 103(a) as unpatentable over Dodd in view of Official Notice. A response was filed June 7, 2004 that amended the claims in part and traversed the remaining objections/rejections.

A Final Office Action mailed 9/10/04 maintained the rejection of claims 31-32, 34-37, and 51-52 under Section 102(e) as anticipated by Dodd (6,321,211). Further, claims 33, 38-40 and 53-54 were rejected under Section 103(a) as unpatentable over Dodd in view of Official Notice.

An After Final Response was filed on Oct. 12, 2004, and a Notice of Appeal is filed herewith.

### V. SUMMARY OF THE INVENTION

Briefly, Appellant's invention relates to a user interface, methods and tools for manipulating, displaying and ordering image prints from an on-line print service (Application at page 3). One user interface includes a personalized account summary including an image selected from the user's archives (FIG. 6). Another user interface includes a first field including an image to be printed and a second field including a text box for specifying a message to be printed on the image print (Application at page 3). Another user interface includes a drop spot, the drop spot being a designated portion of the user interface on to which a user selection can be dragged and dropped where the drop spot has an associated code portion operable to process the user selection dropped on the drop spot (FIG. 10). Methods include methods for designating multiple recipients for an image to be distributed using an on-line print service and methods for updating a user's

address book during an order method for designating multiple recipients for an image at an on-line print service. (Application at page 4; FIG. 8).

#### VI. ISSUES PRESENTED FOR REVIEW

1. WHETHER CLAIMS 31, 32, 34, 35, 36, 37, 51 AND 52 ARE ANTICIPATED UNDER 35 U.S.C. 102(E) BY DODD (US 6,321,211).
2. WHETHER CLAIMS 33, 38, 39, 40, 53 AND 54 ARE UNPATENTABLE UNDER 35 U.S.C. 103(A) OVER DODD IN VIEW OF OFFICIAL NOTICE.
3. WHETHER CLAIMS 41-44 ARE UNPATENTABLE UNDER 35 U.S.C. 103(A) OVER DODD IN VIEW OF SHARP (ET AL. (US 6,263,317).
4. WHETHER CLAIM 45 IS UNPATENTABLE UNDER 35 U.S.C. 103(A) OVER DODD AS IN VIEW OF SPIEGEL ET AL (6,629,079).
5. WHETHER CLAIMS 46-50 AND 55-64 ARE UNPATENTABLE UNDER 35 U.S.C. 103(A) OVER DODD IN VIEW OF SHARP IN VIEW OF SPIEGEL AND FURTHER IN VIEW OF OFFICIAL NOTICE.

#### VII. GROUPING OF CLAIMS

For each ground of rejection that appellant contest herein, which applies to more than one claim, such additional claims, to the extent separately identified and argued below, do not stand or fall together.

#### VIII. ARGUMENT

1. CLAIMS 31, 32, 34, 35, 36, 37, 51 AND 52 ARE NOT ANTICIPATED UNDER 35 U.S.C. 102(E) BY DODD (US 6,321,211).

The Office Action rejected claims 31-32, 34-37, and 51-52 as anticipated by Dodd. The Office Action noted that:

In regards to claim 1, Dodd discloses a method for designating multiple recipients for an image at an on-line print service (FIG 1 C, select recipient.)

First the examiner would like to define what is understood to be applicant's envelope. The applicant defines on page 10 line 2 that "An envelope is a virtual storage entity for holding images that are to be printed and delivered to a single destination". Microsoft Computer Dictionary defines a shopping cart as "a file in which an online customer stores information on potential purchases". Therefore the examiner considers the old and well known electronic shopping cart to be synonymous with the applicants envelope (see also col 1, lines 26-44), the method comprising:

- creating a plurality of envelopes and displaying each envelope on a user interface (FIG. 1B and 1C);
- associating with each envelope an intended recipient to receive images placed in a respective envelope (FIG 1 C, card image).
- displaying on the user interface one or more images along with the plural envelopes (FIG 1C, card images);
- selecting an image for distribution to multiple recipients (FIG 1 C); and
- associating a selected image with two or more envelopes (FIG 1C).

The Final Office Action of 9/10/2004 further asserts

Applicant argues that Dodd fails to show "creating a plurality of envelopes and displaying each envelop on a user interface". The examiner disagrees; FIG 1 C clearly shows multiple shopping bags (envelops) displayed on a user interface (see occasion).

Applicant argues that Dodd does not teach, "associating with each envelop an intended recipient to receive images placed in a respective envelop". The examiner disagrees and points to FIG 1 C "My next ten events".

Applicant argues that Dodd does not teach, "associating a selected image with two or more envelops". The examiner disagrees noting that clearly when a buyer selects the same gift or card for different recipients from the "top ten gift list" or "favorite gift list" the same gift/product ("image" is the gift/product that the instant application is forwarding), is associated with multiple shopping bags (envelopes).

Applicant argues that claims 32-37,51 and 52 are not taught because Dodd only shows one shopping cart. However, as discussed in claim 40, mere duplication of essential working parts of a method involves only routine skill in the art, *St. Regis Paper v. Bemis Co.* USPQ 8. Furthermore, it is shown on FIG 5 that the system stores order information in a gift queue (item 520), expressly implying that multiple gift selections to a plurality of recipients are kept.

Applicants respectfully traverse the Section 102 rejection. Anticipation requires the disclosure in a single prior art reference of each element of the claim under consideration. *In re Dillon*, 919 F.2d 688, 16 USPQ2d 1897, 1908 (Fed. Cir. 1990) (en banc), cert. denied, 500 U.S. 904 (1991). Here, Dodd fails to show a number of claimed elements and thus cannot anticipate the claims.

Dodd relates to a system that provides the ability for an online gift recipient to accept or exchange an online gift prior to shipping the gift to the recipient. While online with a gift server node (e.g. the gift server's website), a gift giver selects an online gift for the recipient from a variety of gifts supplied from one or more gift vendors. Information on the gift selection is sent to a gift queue on the gift server node while the recipient is notified of the gift, typically via an electronic mail message. In response to the notification, the recipient connects online to the gift server node, reads the gift selection information from the gift queue and determines whether to accept or exchange the gift. If the gift is to be exchanged, an electronic gift certificate is generated and another gift may be selected or different kinds of actual gift certificates may be selected as a replacement gift before an order for the initial gift is placed or the initial gift is shipped to the recipient.

Dodd does not allow a user to select one or more pictures into one or more envelopes for printing, for example. As disclosed on pages 10-11 of the instant Specification:

The user can order prints of selected images for him/herself and/or for others by selecting the desired images and then associating them with one or more "envelopes." An envelope is a virtual storage entity for holding images that are to be printed and delivered to a single destination. By default, the user's "My Photos" page 1400 includes a single envelope – Self 1407 – corresponding to a destination associated with the user. As indicated, the user's Self envelope 1407 currently has zero prints in it. The user can add prints to his/her envelope by selecting the desired image or images (e.g., clicking a thumbnail 1401 or a checkbox 1402) and then clicking the Add button 1415 (or, equivalently, the envelope icon 1416). Each additional click of the Add button 1415 will add another copy of prints of the selected images to the user's Self envelope 1407 (e.g., clicking the Add button 1415 twice will result in ordering two copies of each of the selected images). The size of the ordered prints (e.g., 4x6, 5x7, 8x10, or custom size) can be selected by the user via the Size drop-down list 1411. The user can edit the contents of the Self envelope 1407 (e.g., the number and size of the prints ordered) by clicking the Edit link 1417 (discussed in more detail below).

The user also can add another envelope to the My Photos page 1400 by clicking the Add new envelope link 1408. Upon doing so, as shown in Fig. 15, the My Photos page 1400 changes appearance by adding another envelope 1500, which at this point has not yet been addressed to any particular recipient. The user addresses the unaddressed envelope 1500 by clicking on the

Unaddressed1 link 1501, which causes the Address Your Envelope window 1600 to appear as shown in Fig. 16.

The Address Your Envelope window 1600 includes all of the potential recipients currently in the user's Address Book. The user can address the currently Unaddressed envelope 1500 by clicking on a desired one of the Nickname links 1602-1604, or the user can opt to add a new address to the Address Book by clicking the Add New Address link 1605. If the user decides not to add this new envelope after all, the unaddressed envelope 1500 can be deleted by clicking the Delete Envelope link 1606.

In this example, the user chooses to address the Unaddressed envelope 1500 to his father by clicking the Poppa link 1602. In response, the Address Your Envelope window 1600 is closed and the My Photos page is updated to change the name of envelope 1500 from "Unaddressed1" to "Poppa," as shown in Fig. 17. The user can now order image prints by selecting the desired images and clicking either the Self envelope 1407 or the Poppa envelope 1500 or both. In addition, different images or sets of images can be added to each enveloped individually as desired. Moreover, each image in each envelope potentially can have different print parameters (e.g., size, finish, number of copies) specified by the user. In this manner, the My Photos page 1400 shown in Fig. 17 allows the user to designate multiple recipients through a single interface screen (e.g., page 1400) and/or within the context of a single order (e.g., as delimited by a checkout sequence). As a result, the efficiency and ease with which image prints can be ordered and delivered to multiple recipients are enhanced dramatically.

Dodd's FIG. 1B fails to show the creating a plurality of envelopes and displaying each envelope on a user interface so that items can be selected and moved into each envelope. This is needed when multiple recipients are to receive prints.

Moreover, the allegedly equivalent Dodd "envelopes" are not envelopes, but are icons designed in advance and the user has to select one item at a time into a shopping bag for a user. First, even if each envelope were equivalent to a shopping cart or shopping bag as noted in the Office Action, Dodd fails to show creating a plurality of envelopes and displaying each envelope on a user interface. In Dodd, the user interface is predefined by a web designer and the user has no choice in creating and displaying envelopes on the user interface. This is one basis for traversing the rejection.

Further, Dodd shows one envelope that can receive one item at a time. For example, as noted in Col. 4, lines 35-42, FIG. 1B notes that "additional information about the earrings is displayed in content area 120. If the user (i.e., the gift giver) thinks that the

carrings will make an appropriate gift for the recipient, the user enters a quantity amount in field 135 and positions the pointing device over a button 130 to add the gift item to the user's "shopping bag." In this manner, the user can select one of the gift items from a variety of gift items from one or more vendors." The "shopping bag" analogy of FIG. 1B thus is completely different from the claimed envelopes which allow one or more recipients to receive items.

The Final Office Action of 9/10/2004 asserts Dodd that shows "creating a plurality of envelopes and displaying each envelop on a user interface" as "FIG. 1C clearly shows multiple shopping bags (envelop[e]s) displayed on a user interface (see occasion)." However, FIG. 1C simply illustrates an exemplary display of scheduled gift events, such as gift selections for multiple recipients related to future birthdays and holidays. FIG. 1C also fails to show the creating a plurality of envelopes and displaying each envelope on a user interface as characterized in the Office Action where each envelope corresponds to a shopping cart. Although a number of catalog items are shown, each catalog item is not a shopping cart using the Office Action analogy. Hence, the rejection is improper for at least this reason.

FIG. 1C shows another conventional ordering system in that the user can select one recipient to receive one selected gift item. As explained in Dodd's Col. 4, line 53-Col. 5, line 28:

FIG. 1C illustrates an exemplary display of scheduled gift events, such as gift selections for multiple recipients related to future birthdays and holidays.

As previously mentioned, when the exchangeable fulfillment option is selected, the user is able to create an online exchangeable gift for the recipient. Additionally, the gift selection and notification can be customized with features, such as including a special or personalized multimedia message and multimedia greeting along with information about the selected gift. Typically, the recipient receives notification through electronic mail that a gift selection has been made for them. The notification may include instructions to connect to the gift server node, such as "Click on this Link to find out more about your gift."

In one embodiment, the recipient may be automatically associated with the appropriate gift order information due to an identifier associated with the recipient. In such a situation, the gift server node automatically determines it is the recipient who has connected to it from the recipient's network ID or recipient's IP address that is part of any message being sent from the recipient to the gift server node. Thus, in this embodiment, the identifier is any information (such as the recipient's network ID or IP address) that is automatically determinable by the gift server node to identify the recipient and match it with the appropriate gift order

information.

In another embodiment, the identifier may be a predetermined name, number, code, or any other type of identification information provided by the gift server node in the notification associated with the order information intended for the recipient. Thus, if the recipient later connects to the gift server node and the recipient manually provides the identifier back to the gift server node, the gift server uses the identifier to obtain the order information intended for the recipient. Typically, the identifier is simply the recipient's electronic mail address or a predetermined order confirmation number. For example, the recipient may receive the notification (which includes the identifier, e.g., an order number, to be used when claiming the online gift), later connect to the gift server node and enter the identifier within a text field so that the gift server can search for and find the appropriate order information associated with the recipient.

Dodd can only select gift(s) for ONE recipient one at a time. There is no showing that Dodd associates with each envelope an intended recipient to receive images placed in a respective envelope. This is an independent basis to traverse the Section 102 rejection.

Further, Dodd does not show selecting an image for distribution to multiple recipients. At best, FIG. 1C shows that each item in the matrix can be associated with one recipient at a time since the "Select Recipient" drop down selection tab allows only one recipient to be selected at a time. This is yet another independent basis to traverse the Section 102 rejection.

In addition, Dodd fails to show "associating a selected image with two or more envelopes." FIG. 1C shows a number of images, but does not show two or more envelopes. If each envelope were a shopping cart (as asserted by the Office Action), there is no showing in Dodd that a plurality of shopping carts are available for selecting an image for distribution to multiple recipients; and associating a selected image with two or more envelopes.

Thus, it is quite clear that Dodd fails to show each and every element of claim 31 and thus cannot anticipate claim 31. For claim 32, since Dodd shows only one shopping cart, Dodd cannot show displaying along with each envelope an identifier associated with the name of a recipient. Similarly, for claim 33, Dodd fails to show displaying along with each envelope a running price associated with the total price of images placed in a respective envelope. For claim 34, Dodd does not show a checkbox with each image, the checkbox for designating an image to be included in an order as FIG. 1B's 130 is a button, not a checkbox. For claim 35, Dodd fails to show placing an instance of the



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image in each envelope associated with an intended recipient since Dodd has only one shopping cart. For claim 36, Dodd fails to show an add button or link associated with each envelope, the add button, when invoked, operable to add a copy of each selected image to a respective envelope. For claim 37, Dodd fails to show selecting an add button or link associated with an envelope of an intended recipient. As to claim 51, Dodd fails to show processing all of the envelopes as a single order since Dodd has only one shopping cart. For claim 52, Dodd does not show email confirmation with a summary of each envelope since Dodd has only one shopping cart.

Withdrawal of the Section 102 rejection on all claims is requested.

2. CLAIMS 33, 38, 39, 40, 53 AND 54 ARE PATENTABLE UNDER 35 U.S.C. 103(A) OVER DODD IN VIEW OF OFFICIAL NOTICE.

Claims 33, 38-40 and 53-54 were rejected under Section 103(a) as unpatentable over Dodd in view of Official Notice. As discussed above, Dodd fails to show creating a plurality of envelopes and displaying each envelope on a user interface; associating with each envelope an intended recipient to receive images placed in a respective envelope; displaying on the user interface one or more images along with the plural envelopes; selecting an image for distribution to multiple recipients; and associating a selected image with two or more envelopes. Hence, the independent claims are patentable over Dodd and the dependent claims are allowable on this basis. As to the Official Notice, references should be provided or the rejection based on the Official Notice be withdrawn.

Applicants note that no motivation or suggestion, either in the cited art reference or in the knowledge generally available to one of ordinary skill in the art, has been cited by the Examiner to modify the Dodd reference so as to produce the claimed invention. In fact, the Dodd reference teaches away from Applicants' invention as one skilled in the art would have been generally discouraged from using shopping carts to provide creating a plurality of envelopes and displaying each envelope on a user interface; associating with each envelope an intended recipient to receive images placed in a respective envelope; displaying on the user interface one or more images along with the plural envelopes;

selecting an image for distribution to multiple recipients; and associating a selected image with two or more envelopes.

The Final Office Action noted that the above arguments fail to comply with 37 CFR 1.111(b) because they amount to a general allegation that the claims define a patentable invention without specifically pointing out how the language of the claims patentably distinguishes them from the references. Applicant respectfully disagrees as the absence of each element has been abundantly discussed above in the traversal of the Section 102 rejection and need not be repeated herein.

Applicant points out that the Examiner bears the initial burden of factually establishing and supporting any *prima facie* conclusion of obviousness. *In re Rinehart*, 189 U.S.P.Q. 143 (CCPA 1976); M.P.E.P. § 2142. If the Examiner does not produce a *prima facie* case, the Applicant is under no obligation to submit evidence of nonobviousness. *Id.* In the instant case, the Examiner has not pointed to any evidence in Dodd, or how knowledge of those skilled in the art, provide a suggestion or motivation to modify the reference teaching so as to produce the claimed invention of claims 33, 38-40 and 53-54. See *In re Zurko*, 59 U.S.P.Q.2d 1693 (Fed. Cir. 2001) ([I]n a determination of patentability .... the Board cannot simply reach conclusions based on its understanding or experience - or on its assessment of what would be basic knowledge or common sense. Rather, the Board must point to some concrete evidence in the record in support of these findings).

Under *Vaeck*, absent any evidence of a cited suggestion or reasonable motivation in the Dodd reference, or knowledge of those skilled in the art, to perform the recited claim operation, *prima facie* obviousness of the rejected claims has not been established. As such, it is respectfully requested that the § 103 rejection be withdrawn and the claims be allowed.

### 3. CLAIMS 41-44 ARE PATENTABLE UNDER 35 U.S.C. 103(A) OVER DODD IN VIEW OF SHARP (ET AL. (US 6,263,317).

Claims 41-44 were rejected under 35 U.S.C. 103(a) as being unpatentable over Dodd in view of Sharp (et al. (US 6,263,317). In regards to claim 41, the Office Action

noted that Dodd teaches making a purchase and a shopping bag, but does not mention that the system includes an order details button that summarized the purchases being made. Sharp teaches an order details button that can be used to present to the user a summary of a plurality of purchases (FIG 13).

First, as discussed above, Dodd does not teach a method for designating multiple recipients for an image at an on-line print service by creating a plurality of envelopes and displaying each envelope on a user interface; associating with each envelope an intended recipient to receive images placed in a respective envelope; displaying on the user interface one or more images along with the plural envelopes; selecting an image for distribution to multiple recipients; and associating a selected image with two or more envelopes. Sharp fails to show these elements as well. Hence, this is one basis for traversing the rejection.

Further, it would not have been obvious to a person having ordinary skill in the art at the time of the invention to include in Dodd the order details button as taught by Sharp. The combination of the references was arrived at using hindsight afforded by the teachings of the invention. As to claim 41, Dodd's FIG. 13 fails to show the specifics of displaying on the user interface an order details button for each envelope, the order details button operable to display, when invoked, a envelope summary, the envelope summary including a representation of each image selected and a size and quantity data for each image, the size data indicative of the size of the image print to be printed and the quantity data indicative of the number of prints of a given size to be included in a given order.

In regards to claim 42, Dodd's FIG. 2A does not teach the envelope, and certainly that the envelope summary includes a message to be printed on the print. In regards to claim 43, Dodd's FIG. 1C does not teach that the envelope summary includes a preview of the print including as ordered including any user-designated effects (FIG 1 C). In regards to claim 44, Dodd fails to teach changing an order for an intended recipient when reviewing the envelope summary and automatically recalculating the price and quantity data displayed on the user interface for an associated envelope.

As such, it is respectfully requested that the § 103(a) rejection of the claims be withdrawn and the claims be allowed.

4. CLAIM 45 IS PATENTABLE UNDER 35 U.S.C. 103(A) OVER DODD IN VIEW OF SPIEGEL ET AL (6,629,079).

Claim 45 was rejected under 35 U.S.C. 103(a) as being unpatentable over Dodd as in view of Spiegel et al (6,629,079). Spiegel relates to system that provides multiple electronic shopping carts for each user. Each electronic shopping cart has an indication of items currently within the electronic shopping cart and billing and shipment information. The system generates a display that identifies each of the electronic shopping carts and sends the generated display to a user computer system. The system then receives a selection of one of the identified electronic shopping carts from the user computer system and receives a selection of an item from the user computer system. In response to receiving the selection of the item, the system adds the item to the selected electronic shopping cart. The system then receives an indication to checkout the items in the selected electronic shopping cart from the user computer system. In response to receiving the indication to checkout, the system ships the items in the selected electronic shopping cart in accordance with the shipment information of the selected electronic shopping cart and bills for the items in the selected electronic shopping cart in accordance with the billing information for the selected electronic shopping cart. The system thus allows a user to select each of the electronic shopping carts for adding items to each electronic shopping cart.

However, the combination does not render obvious claim 45. As discussed above, Dodd does not teach a method for designating multiple recipients for an image at an on-line print service by creating a plurality of envelopes and displaying each envelope on a user interface; associating with each envelope an intended recipient to receive images placed in a respective envelope; displaying on the user interface one or more images along with the plural envelopes; selecting an image for distribution to multiple recipients; and associating a selected image with two or more envelopes. Spiegel fails to show these elements as well. Hence, this is one basis for traversing the rejection.

Further, it would not have been obvious to a person having ordinary skill in the art at the time of the invention to include in Dodd the order details button as taught by Spiegel. Spiegel does not show the envelopes, and the combination does not show an order button on the user interface along with the envelopes and image selections, the order button operable, when selected, to place an order in accordance with the envelopes specified on the user interface for plural recipients from a single user interface page.

Hence, claim 45 is patentable over Dodd and Spiegel. As such, it is respectfully requested that the § 103(a) rejection of the claim be withdrawn and the claim be allowed.

**5. CLAIMS 46-50 AND 55-64 ARE PATENTABLE UNDER 35 U.S.C. 103(A) OVER DODD IN VIEW OF SHARP IN VIEW OF SPIEGEL AND FURTHER IN VIEW OF OFFICIAL NOTICE.**

In regards to claim 46-50 and 55-64, Dodd does not teach a method for designating multiple recipients for an image at an on-line print service by creating a plurality of envelopes and displaying each envelope on a user interface; associating with each envelope an intended recipient to receive images placed in a respective envelope; displaying on the user interface one or more images along with the plural envelopes; selecting an image for distribution to multiple recipients; and associating a selected image with two or more envelopes. Spiegel and the Official Notice fail to show these elements as well. Hence, this is one basis for traversing the rejection. Moreover, Dodd fails to show displaying an order summary in a single summary user interface for plural recipients, the order summary including plural entries, one for each envelope specified in the user interface. Hence, this claim is allowable.

In regards to claim 47, as discussed above, the Office Action admitted that the combination of Dodd/Sharp/ Spiegel/Official Notice teaches listing items on a single page and totaling a price, but this combination does not specifically mention that the price includes cost for selected shipping expenses. Hence, the rejection on these claims should be withdrawn.

In regards to claim 50, the Office Action admitted that the combination of Dodd/Sharp/Spiegel/Official Notice additionally fails to point out that the method of

Dodd is adding up multiple shopping carts on display. This is an additional basis for traversing the rejection.

As such, it is respectfully requested that the § 103(a) rejection of the claims be withdrawn and the claims be allowed.

#### CONCLUSION

Applicants believe that the above discussion is fully responsive to all grounds of rejection set for the in the Office Action.

If for any reasons the Examiner believes a telephone conference would in any way expedite resolution of the issues raised in this appeal, the Examiner is invited to telephone the undersigned at 408-528-7490.

Respectfully submitted,



Bao Tran

Reg. No. 37,955

## APPENDIX - PENDING CLAIMS

1-30. (Withdrawn).

31. A method for designating multiple recipients for an image at an on-line print service, the method comprising:
- creating a plurality of envelopes and displaying each envelope on a user interface;
  - associating with each envelope an intended recipient to receive images placed in a respective envelope;
  - displaying on the user interface one or more images along with the plural envelopes;
  - selecting an image for distribution to multiple recipients; and
  - associating a selected image with two or more envelopes.
32. The method of claim 31 further comprising displaying along with each envelope an identifier associated with the name of a recipient.
33. The method of claim 32 further comprising displaying along with each envelope a running price associated with the total price of images placed in a respective envelope.
34. The method of claim 31 further comprising displaying a checkbox with each image, the checkbox for designating an image to be included in an order.
35. The method of claim 31 wherein the step of associating an image includes placing an instance of the image in each envelope associated with an intended recipient.
36. The method of claim 31 further comprising an add button or link associated with each envelope, the add button, when invoked, operable to add a copy of each selected image to a respective envelope.

37. The method of claim 36 wherein the step of associating includes selecting an add button or link associated with an envelope of an intended recipient.

38. The method of claim 31 further comprising displaying price and quantity data associated with each envelope, the price data indicative of a price for processing an envelope including the images specified by the user for the intended recipient, and the quantity data including a count of a number of images included in the respective envelope.

39. The method of claim 38 further comprising updating the price and the quantity data for a given envelope each time a new image is associated with a given envelope.

40. The method of claim 31 further comprising displaying an order total indicative of the price for processing all of the envelopes presented on the user interface.

41. The method of claim 31 further including displaying on the user interface an order details button for each envelope, the order details button operable to display, when invoked, a envelope summary, the envelope summary including a representation of each image selected and a size and quantity data for each image, the size data indicative of the size of the image print to be printed and the quantity data indicative of the number of prints of a given size to be included in a given order.

42. The method of claim 41 wherein the envelope summary includes a message to be printed on the print.

43. The method of claim 41 wherein the envelope summary includes a preview of the print including as ordered including any user designated effects.

44. The method of claim 41 further comprising changing an order for an intended recipient when reviewing the envelope summary and automatically recalculating the price and quantity data displayed on the user interface for an associated envelope.



45. The method of claim 31 further comprising including an order button on the user interface along with the envelopes and image selections, the order button operable, when selected, to place an order in accordance with the envelopes specified on the user interface for plural recipients from a single user interface page.
46. The method of claim 45 further comprising displaying a order summary in a single summary user interface for plural recipients, the order summary including plural entries, one for each envelope specified in the user interface.
47. The method of claim 46 further comprising displaying shipping information, shipping selections and shipping price for each intended recipient, the method including receiving shipping selections for each recipient and updating a total cost for each intended recipient's order including the selected shipping preference.
48. The method of claim 46 further comprising displaying quantity data and price data on the order summary for each envelope.
49. The method of claim 46 further comprising displaying a pay now button, that when invoked, is operable to process all of the envelopes specified in the order summary.
50. The method of claim 49 further comprising processing all of the envelopes as specified in the order summary as a single order.
51. The method of claim 31 further comprising  
processing all of the envelopes as a single order ; and  
sending an email confirmation to user describing the order commitment with the processing step.
52. The method of claim 51 wherein the email confirmation includes a summary of each envelope.

53. The method of claim 31 further comprising  
processing all of the envelopes in a single order; and  
displaying a status of the order when prompted by the user through the on-line  
print service.
54. The method of claim 31 further comprising  
processing all of the envelopes in a single order;  
aggregating summary information for each envelope on a single user interface  
page accessible by the user through the on-line print service.
55. A method for sharing images among multiple recipients using an on-line print  
service, the method comprising:  
creating a plurality of envelopes and displaying each envelope on a user interface;  
associating with each envelope an intended recipient for sharing images  
designated by a respective envelope;  
displaying on the user interface one or more images along with the plural  
envelopes;  
selecting an image for sharing with multiple recipients; and  
associating a selected image with two or more envelopes.
56. The method of claim 55 further comprising making each image in an envelope  
accessible at the on-line print service to an intended recipient.
57. The method of claim 55 further comprising  
in the user interface, displaying a field for designating a message to be associated  
with a shared image;  
associating a received message with a respective shared image; and  
distributing the message with the respective image in accordance with distribution  
instructions embodied in the respective envelopes.

58. The method of claim 57 further comprising  
displaying a field for designating a subject to be associated with a shared image;  
associating a received subject with a respective shared image; and  
distributing the subject with the respective image in accordance with distribution  
instructions embodied in the respective envelopes.
59. The method of claim 55 further comprising  
processing the shared order including  
notifying an intended recipient of shared images, and  
allowing an intended recipient to view shared images.
60. The method of claim 59 wherein the step of notifying includes distributing an  
email to an intended recipient indicating that images are available to be shared.
61. The method of claim 59 wherein the step of notifying includes notifying the  
intended recipient a next time the intended recipient logs in to the on-line print service.
62. The method of claim 61 wherein the step of notifying includes displaying a  
customized user account page to a user upon login that includes a shared status indicator  
for indicating that images are available to be shared.
63. The method of claim 62 wherein the shared status indicator is a link to a shared  
image user interface, the method including displaying the shared images on the shared  
image user interface.
64. The method of claim 63 further comprising  
receiving an order for printing one or more of the shared images; and  
processing the order.